GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:4349
ANSWERED ON:12.08.2002
DELHI MILK SCHEME
RAMESH CHAND TOMAR

Will the Minister of AGRICULTURE be pleased to state:

(a) whether sale of Delhi Milk Scheme (DMS) milk and its products has fallen drastically in comparison to the milk products of Mother Dairy;

(b) if so, the details and comparative figures during the last three years;

(c) whether the Government are aware that the DMS booths Manager in South Delhi particularly booth Nos.871-872 are misusing the booths for residential purposes;

(d) if so, whether the Government propose to transfer the booth ownership annually and place complaint book displaying the name, address and telephone number of Area Manager; and

(e) if not, the reasons therefor and the other measures being taken to boost the sale of DMS milk and its products?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI HUKUMDEO NARAYAN YADAV)

(a)&(b) : Yes Sir. The sale of Delhi Milk Scheme and its products have reduced considerably owing to hike in the sale price of milk from Rs.7/- to Rs.14/- w.e.f. 1.3.2000. A statement showing the sale of milk and milk products marketed by DMS and Mother Dairy during the last three years is annexed.

(c)&(d): No Sir. DMS booth no.871-872 located in `M` Block Kailash Colony, South Delhi is being used by the concessionaire only for the sale of milk and milk products. Whenever any complaint is received against any DMS depot concessionaire, the same is investigated and if found true, action like warning, transfer/termination of agency is taken.

(e): The steps taken to boost the sale of DMS milk include better consumer service, increased marketing activities like conversion of booths into All Day Milk Stall, upgradation of booth infrastructure.The Delhi Milk Scheme is also adopting professional approaches in different areas of operation such as marketing, transportation to augment the sale of milk.

It is also proposed to launch certain sale promotional schemes, i.e. Special Discount Schemes for new consumers, home delivery agents and dealers to boost sale of DMS milk.